

Study conducted to gauge interest levels and target segments for multi-screen services in Europe.

Research Objectives and Overview



- Identify the features that will drive end-user consumer acquisition and revenue in European countries.
- Identify and profile target market segments in each country through a 2-phased study incorporating qualitative and quantitative techniques.
- Identify youth and family dynamic regarding entertainment services, in-depth motivation and influencing relationships.
- Identify feature bundles for optimal segment pricing.

Key Findings



- More than 33% of consumers believe multi-screen will provide more flexibility and viewing experience control.
- Growth features in Spain, Italy tend toward convergence; UK, France & Germany look for better time shifting & content filtering.
- Enhanced video recorder, search & triple tuner features find high value in France, Germany & UK.
- Spain and Italy see the value in user-generated TV & web recorder.

Considerations for Service Providers

Multi-Screen brings real opportunities to spur uptake in new services, grow ARPU by bringing more value to subscribers and create Interactive relationships with subscribers.

For more details on the findings from this global study, and insight on what the findings mean to Service Providers, please contact your Alcatel-Lucent account executive.